



# CIRCULYZ

## CALL FOR EXPRESSIONS OF INTEREST

New green technology business park  
in the heart of the Lyon metropole

**MÉTROPOLE**

**GRAND LYON**

**PART 1**

# **Context of the CEI**

# Industry: a lever for transforming the metropolitan area

Industry, creating more than **half of the wealth** in the Lyon Metropolitan Area, remains one of the driving forces behind its economy. Industry accounts for almost 80,000 jobs in 2021, or 13% of the region's private salaried jobs. These jobs are spread across 7,610 establishments.

The Lyon Metropole's 2020-2026 economic strategy aims to ensure the development of a dynamic, local and sustainable economy which meets the needs of citizens, employees and entrepreneurs. It aims to respect the well-being of citizens, to consume fewer resources and fossil fuels, to provide jobs, to respect employees, to be more resilient in terms of overall health and less dependent on the outside world and global shocks. It promotes a better distribution of wealth and added value with neighbouring regions, in a spirit of positive cooperation and respect for planetary limits.

Lyon's economic activity, marked by entrepreneurial dynamism and a wealth of industry, is a vector of solutions and innovation. The metropolitan economic fabric is a driving force for change and transition.

Faced with the complexity of the changes required to meet the environmental and social challenges facing the region, the Lyon Metropole has set up an ambitious industrial support strategy for 2021, with two objectives: to support the **transition of its industries** and to leverage the industrial jobs required for this transition.

The metropolitan industrial strategy is structured around four axes of action:

- 1. Welcoming and supporting the productive deployment of industries through balanced and peaceful integration into the urban fabric;
- 2. Transforming, i.e. offering industrialists systems that encourage the development of productive activities that are less polluting, more resilient, safer, less consuming and less resource-intensive;
- 3. Reconnect and rebuild links with local residents, and support the attractiveness of industrial jobs;
- 4. Cooperate by involving local authorities, businesses and residents.

The metropolitan area has a **diversified industrial profile**. Unlike other areas that are highly dependent on a single sector, this diversity means that the area is better able to withstand the upheavals associated with industrial change and, above all, the cross-fertilisation between sectors

that has become necessary to address environmental challenges. The multi-sector nature of metropolitan industry is one of the region's strengths. Its transformation towards a territory that is more resource-efficient, less polluted and more inclusive will be achieved with the help of all the strategic sectors.

The industrial strategy is based on specific action plans to support the transition of sectors, which are historically supported by the Metropole: health, chemicals, environment, energy and mobility.

The Metropole is helping these sectors to move towards sobriety, efficiency and the circularity of materials and resources, particularly by supporting networks and groups that have proven their effectiveness in stimulating cooperation between businesses and developing service offerings and specific plans for responsible development, such as competitiveness clusters.

The metropolitan dynamic is strong and ambitious, with initiatives underway that are having an impact on local industry:

- "The manifesto for an industry that is committed to and respects the environment" brings together nearly 150 companies;
- A seed capital fund is already supporting companies with a strong territorial impact;
- The roll-out of the 360° impact calculation tool, free to all companies in the region;
- Support for the *Fondation Industrie Lyon Saint-Étienne* (ILYSE), whose role as an industrial mediator provides examples of how to activate the younger generation;
- Support for local associations and competitiveness clusters;
- The existence of a regional mission in *Vallée de la Chimie* ("Chemical Valley").

All of these measures support the region's production activities, with the aim of making them efficient, sustainable (energy, water, materials, waste production, etc.), responsible and value-generating for the region and its residents.

# An ecosystem promoting the ecological transition

The metropolitan area is home to innovation clusters whose purpose is to initiate and coordinate collaborative R&D projects, and to encourage collaboration:

- **Axelera**, for chemicals and the environment;
- **Polymeris**, for plastics, rubber and composites;
- **Tenerdis**, for energy transition and renewable energies;
- **Techtera**, for the textile industry.

These innovation clusters will help you find the right partners quickly.

The region also boasts a large ecosystem of research and technical centres that can provide invaluable support for your development. These include:

- **CNRS**, the French National Centre for Scientific Research;
- Prestigious, highly-qualified schools such as the Institut national des sciences appliquées (INSA) in Lyon, the École Centrale de Lyon, CPE Lyon (École supérieure de chimie, physique, électronique de Lyon) and the Université Claude Bernard Lyon 1, including its Chemistry, Catalysis, Polymers and Processes laboratory (C2P2);
- **Axel'One**, an innovation platform providing pilot equipment to support your developments;
- *IFP Énergies Nouvelles*, a major research and training player in the fields of energy, transport and the environment.



**PART 2**

**A metropolitan  
area deeply committed  
to transitions**

The Lyon Metropole, being aware of the need to halt the depletion of its territory's resources, has adopted an economic strategy focused on its contribution to environmental preservation. It promotes eco-design and circular economy approaches, encouraging companies to rethink their business models to make them more virtuous and more respectful of the environment.

It is based on several pillars, including:

- The circular and regenerative approach;
- Minimizing the water footprint;
- Minimizing the material footprint;
- Carbon footprint reduction.

Particular attention is paid to priority sectors that undertake projects with a high environmental impact on the territory.

Against a backdrop of climate urgency, it has set itself the goal of adapting national decarbonization targets to the local context. On the industrial front, the Lyon Metropole is pursuing an ambitious policy of supporting and developing industries that can **contribute to the ecological transition**.

While industry is partly responsible for 20% of France's greenhouse gas emissions, it also offers many of the solutions needed to transform the economy and have a different, positive impact on local communities.

Within the framework of the "Climate and Resilience" law (*Climat et résilience*, 2021), the Metropole is aiming for land efficiency and sobriety, and is committed to rapidly achieving the goal of "zero net artificialisation of land" (*Zéro artificialisation nette*). Land has become a scarce resource, often under pressure, and is subject to competing uses, requiring strong political positioning and arbitration.



# The specific challenges of Chemical Valley: transforming constraints into opportunities through a unique cooperation format

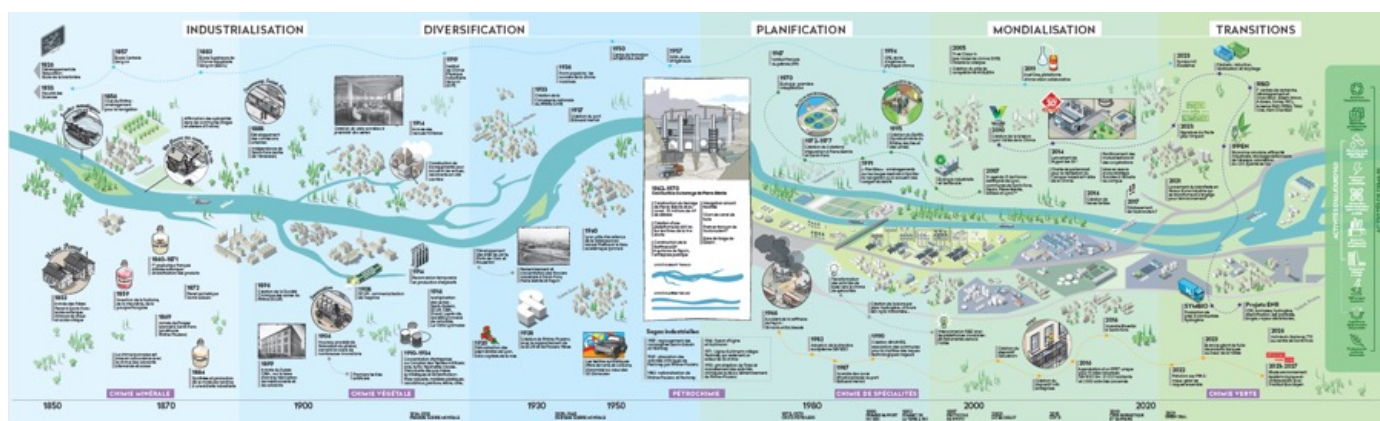
The metropolitan area has 14,200 jobs in the “chemicals – energy – environment” sector in what is known as *Vallée de la Chimie*. This industrial platform is part of a populated area with almost 100,000 inhabitants on the southern outskirts of Lyon.

Chemical Valley is a major production area in the Lyon metropolitan area, and is responsible for almost 25% of the metropolitan area’s CO<sub>2</sub> emissions (2020 assessment).

Chemical Valley is also faced with an economic, environmental and social context marked by:

- Soaring energy prices in 2022;
- Ambitions for decarbonisation;
- Supply difficulties, resource shortages and inflation;
- Digitalisation of processes;
- Changes in the regulatory framework;
- The attractiveness of jobs and the volatility of talent;
- The challenges of training for the transition professions.

In order to respond to the issues faced by companies based in Chemical Valley, the Metropole has set up the **Mission Vallée de la Chimie** (“Chemical Valley Mission”) in 2013. The Mission’s role is to provide the Valley’s manufacturers with a **partner able to support them** in their development and transformation; also to make the Valley a committed area, which produces better with less, promotes sustainable employment for all, where the conditions for a better quality of life are met, and where cooperation in favour of all areas is promoted.



Against this backdrop of intense pressure on the climate, Lyon Metropole and its partners have reiterated their commitment to an efficient, inspiring and competitive industrial platform with a DNA committed to the ecological transition. As a result, 42 partners have come together to co-sign the **Impact Pact (“Pacte pour l’Impact”) 2023-2030**. The Pact is based on three pillars:



### **Reducing the environmental footprint of industrial activities**

The aim is to transform Chemical Valley into an industrial area in transition towards more virtuous, sober and efficient circular production methods.



### **Increasing the territorial impact**

The mobilisation of constrained land to rebuild opportunities fuels a forward-looking vision. The productive fabric and reception capacities will be regenerate.



### **Balancing the city-industry relationship**

Changing the image of the Valley in a positive way; develop the employer brand and re-develop an industrial culture capable of making the sector attractive and accepted by citizens.

This institutional framework is a much-appreciated forum for dialogue for the signatories, who have at their disposal a privileged framework in which the ecosystem can find the resources to run events, the existence of specific and adapted tools such as “calls for projects” and “calls for expressions of interest” targeted and centred on the problems of the players in the local economic fabric.

For instances, in 2024, a consortium bringing together the Valley’s industrialists won the “Low-carbon industrial zones” call for projects launched by ADEME at national level; the Metropole and the French government are responsible for securing housing located in the risk zone; and a review of the future of industrial sites is being conducted in partnership with the companies owning land.

**Opportunities arise from constraints.** Chemical Valley, which is already very densely occupied, does not currently allow for very large new units such as in industrial port areas. On the other hand, it is the ideal location for activities in the pre-industrialisation phase (pilot, demonstrator, first plant, etc.), which will embody the regeneration dynamic of the local industrial fabric and accelerate its transformation.

This industrial-urban area is particularly constrained, as it is subject to the largest Technological Risk Prevention Plan in France, in force since October 16th, 2019, which imposes severe restrictions on building rights and public access. However, this PPRT is an asset for activities in the chemical, energy and environmental sectors, which have a protected production area governed by approved regulations.

The metropolitan area is facing a shortage of land for economic use. This trend is becoming more pronounced in the Chemical Valley. However, an ideally located opportunity is currently taking shape.

The land shortage **calls for a paradigm shift**. It raises the community’s expectations in terms of the assets, impacts and benefits that companies bring to the region. The selection of projects on the basis of so-called “impact” criteria is now an essential step in justifying a perceptible territorial anchoring that is inherent in the location strategy of future host companies.

**Sensitivity to the local area, sobriety in terms of land use, the care given to local relationships and the attention paid to the environment as a productive backdrop** are the community’s prerequisites for facilitating access to the land that has become so precious.

If land is to be used sensibly and efficiently, future users must be able to fit into a compact, vertical program that shares functions.

**The Metropole will welcome applications that take these points into account.**



# The Circulyz site at the lieudit “Sous-Gournay”

At the heart of this strategy to develop a range of facilities, the Metropole owns a central plot of land, strategically located at the heart of the ecosystem. It is currently one of the last available sites in the area. The Circulyz site represents the largest single land opportunity in the Valley. The Metropole’s ambition for this site is to create an industrial innovation ecopark that will implement its regenerative industry project.

This call for expressions of interest serves two purposes:

## Interest for applicant companies

The CEI enables applicants to:

- Discover the land opportunity and locate the industrial park project;
- Get to know the site and its characteristics;
- Discover the local ecosystem and its dynamism;
- Express an interest in joining the project from 2027;
- Find out about the services on offer.

The aim is to inform manufacturers in the chemicals/energy/environment sector about a land opportunity.

The CEI presents the site, its characteristics and its assets to potential project developers in the targeted sectors.

## Issues for the Metropolis

The CEI enables the Metropole to:

- Identify project leaders and their value propositions;
- Understand their needs in terms of land and property, utilities, equipment, constraints and business specificities;
- To assess the ability of companies to take part in a collaborative project and work in synergy with other project developers.



PART 3

# The Sous-Gournay site, location of the Circulyz project



# Geography

## Location

The Sous-Gournay site is located in Feyzin, five kilometres south of Lyon, in the Rhône plain, at the foot of the “balmes” (hillsides) that mark the eastern limit of the valley.

It lies between the A7 freeway to the west, the Boulevard Urbain Sud to the north and the Lyon-Marseille railroad line to the east.

In terms of pre-existing industrial sites, the parcel is bordered to the north by the Air Liquide plant, to the west (beyond the freeway) by the Feyzin refinery, and to the south by the “Château de l’Isle” business park.



Localization of the site south of Lyon

## Site

**The Sous-Gournay parcel covers 17.8 hectares**, of which 14.5 hectares are owned by the Métropole de Lyon. In the southern part of the site, 3.2 hectares are still occupied by logistician France Frais and will soon be added to the project area.

The exploitable part of the site therefore represents the largest land reserve in Chemical Valley. In fact, the land available for private industrial use is highly fragmented, often polluted and already reserved for endogenous or exogenous developments managed directly by the companies.



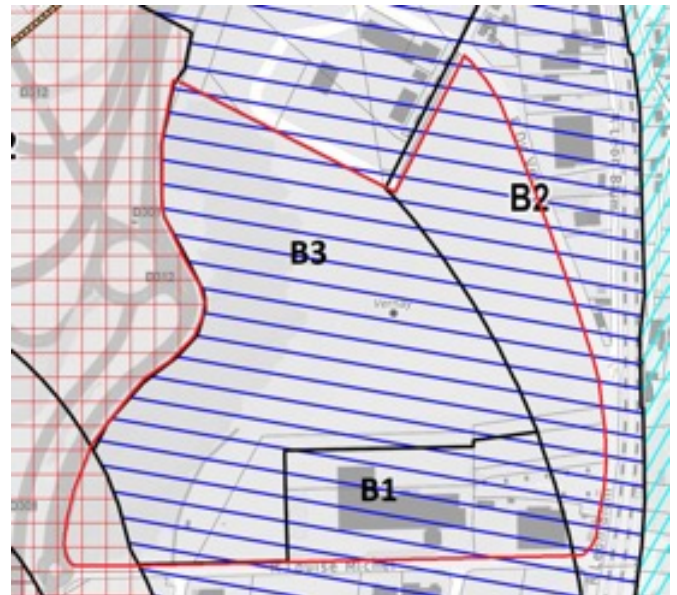
The Sous-Gournay site in 2014

## Risks

The Technological Risk Prevention Plan (PPRT in French), which came into force in 2016, **applies to the Sous-Gournay site**, which is divided into several regulatory zoning zones (see Appendix 5: PPRT regulations).

Most of the site is located in a dark blue zone (zones B1F, B2 and B3). In this zone, the only new buildings authorized are those for industrial and craft use, as well as the creation of new road, rail and soft-mode traffic lanes.

The south-western corner of the Sous-Gournay parcel is zoned R1F, reserved exclusively for activities classified as Seveso high threshold. This part of the site will not be included in the building zone and will be preserved as a natural area.



*PPRT zoning in Sous-Gournay site*



The activities of nearby Seveso sites, and in particular the Total refinery, generate three types of risk: thermal, toxic and overpressure.



Overpressure hazard at the Sous-Gournay site



Thermal hazard at the Sous-Gournay site



Toxic hazard at the Sous-Gournay site

The overpressure hazard is the most restrictive for the parcel, which is entirely affected. The hazard is low to medium over the entire plot, with the exception of the south-western corner, where it is high.

The same south-west corner is affected by the thermal hazard (low to high the closer you get to the corner).

Lastly, the south-west and north-west corners of Sous-Gournay are affected by a low toxic hazard.

Buildings authorized by the PPRT must guarantee the protection of occupants, while respecting the objectives of safety performance with regard to existing technological risks. Prior to the submission of a building permit, a study must be carried out, specifying the technical details of the project to ensure that it meets these performance targets.

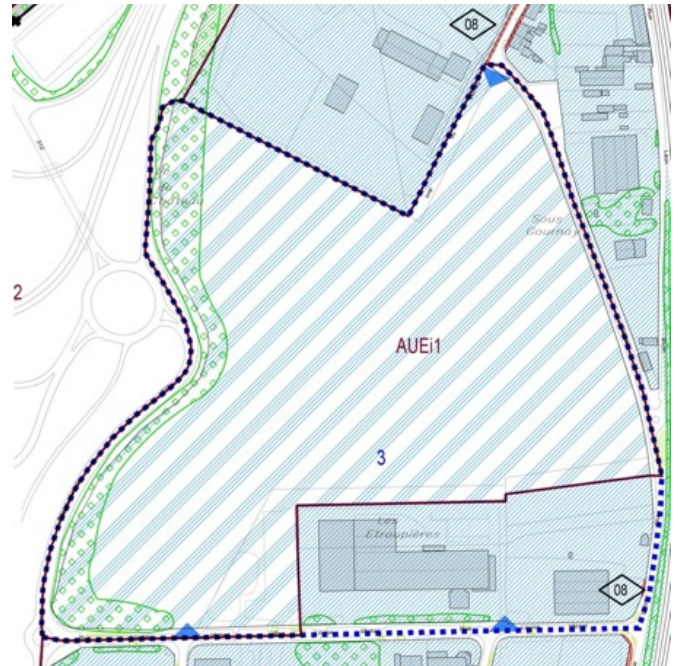
A certificate issued by the project architect or an expert certifying that the study has been carried out and that the project has taken these conditions into account at the design stage, must be attached to the building permit application file.

It should also be noted that those in charge of activities in PPRT risk zones are required to implement measures to ensure the safety of people, within the framework of the applicable regulations. These include, in particular, the French Labour Code, with its obligation to protect people working in buildings exposed to industrial risks, and the regulations applicable to facilities open to the public, in order to protect users.

## Urban planning

In the local urban planning and housing plan, the entire Sous-Gournay parcel is zoned "AUEi1":

- Requires compliance with the conditions for opening up to urban development, as detailed in the "Sous-Gournay" Planning and Development Orientation;
- which is intended to accommodate productive economic activities, whether small-scale or industrial.



*Extract from the local urban development plan*



# History

## Before 2020

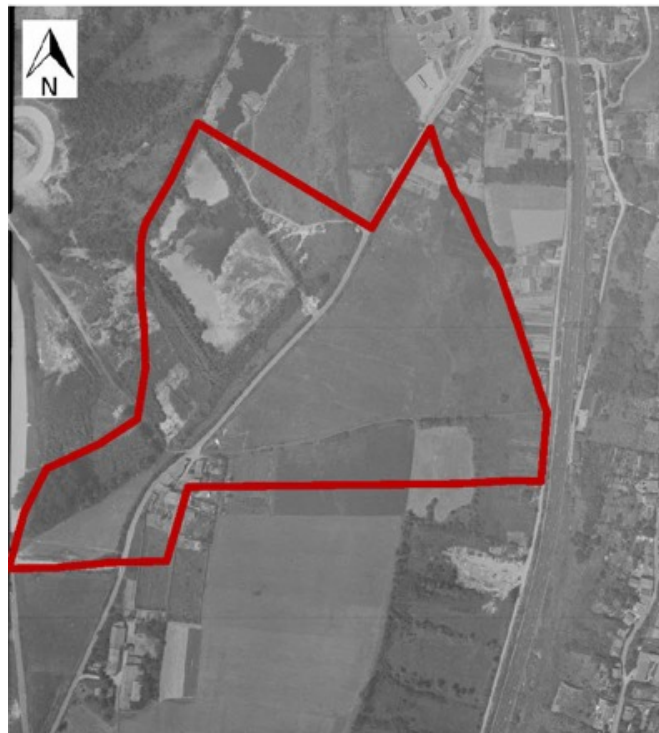
Historically, the site was farmed until 1954. The western part was then transformed into a gravel pit from 1954 to 1965, after which the area was backfilled with special industrial waste until 1978.

A number of allotments were then planted to the north of the site until 2007. Finally, in 2007-2008, fill from the *Confluence* dock was deposited. Since then, the site has become increasingly vegetated, particularly in the eastern part.

Between 2007 and 2020, several economic projects were planned, but none of them came to fruition.



*The site in the 1950s*



*The site at the time of the gravel pit*



*Allotment gardens between 1978 and 2007*

# The Circulyz project

On September 19<sup>th</sup>, 2023, Lyon Metropole announced the launch of a development program on the Sous-Gournay site. The stated ambition is to develop an industrial innovation eco-park, a centre of expertise in chemistry, energy and the environment that will enable the creation of a circular flow of materials.

During the year 2023-2024, the Metropole de Lyon and its partners worked together in a concerted effort to define more precisely the political order, the resulting needs and the expectations of the various stakeholders, as well as to carry out the first on-site studies.

Compared with other chemical-oriented business parks, the Circulyz project is located in a dense urban environment. This location can be a real opportunity, as it provides:

- A large, diversified labour pool;
- The long-standing presence of a strong industrial ecosystem;
- The proximity to universities and research centres, making it a world-class hub for chemical activities.

In addition, the Circulyz project is both a **strong political project** and a building block in a more global long-term project: it **prefigures the regenerative industry** promoted by the Metropole. It benefits from ongoing political support, which can be seen in the following ways:

- The existence of the Mission Vallée de la Chimie;
- The partnership culture inherent in the Valley;
- The Metropole's willingness to make the land available for development.



*Deposit of fill from Confluence in 2007*



## Site profile

CIRCULYZ PROJECT	
Commune / Borough	Feyzin 69320
Address	Lieudit Sous-Gournay Impasse du Vernay / Rue du Vernay / Rue Louise Michel
Owner	Métropole de Lyon
Total area	17,8 hectares
Major facilities	<ul style="list-style-type: none"> <li>➤ Haven Édouard-Herriot (5 kilometres north)</li> <li>➤ Railway station Part-Dieu (10 kilometres north)</li> <li>➤ Airport Saint-Exupéry (25 kilometres east)</li> </ul>
Access	<ul style="list-style-type: none"> <li>➤ Freeway A7 (Adjacent)</li> <li>➤ Feyzin railway station (1,3 kilometre south)</li> <li>➤ Railway track in Air Liquide plant (Adjacent)</li> <li>➤ Rhône canal (pier) (2 kilometres northwest)</li> </ul>
Adjacent industrial plants (potential suppliers)	<ul style="list-style-type: none"> <li>➤ Total refinery (300 metres)</li> <li>➤ Air Liquide plant (Adjacent)</li> <li>➤ Syensqo Belle-Étoile plant (500 metres)</li> <li>➤ Domo plant (700 metres)</li> <li>➤ Elkem plant (800 metres)</li> </ul>
Utilities (february 2024 census)	<ul style="list-style-type: none"> <li>➤ Electricity HV (RTE) / LV (Enedis) (+ future RTE substation 500 meters away – completed 2027)</li> <li>➤ Gas (GrDF)</li> <li>➤ Drinking water, sewerage</li> <li>➤ Telecommunications cable and fibre (Orange, Prizz, SFR, LD Com)</li> </ul>
Development planned by Metropole Site servicing	<p>Site servicing:</p> <ul style="list-style-type: none"> <li>➤ Creation of a new dedicated roadway</li> <li>➤ Basic utilities (water, electricity, etc.)</li> </ul>
Assist in setting up	With Aderly (See §6)



# Who can apply?

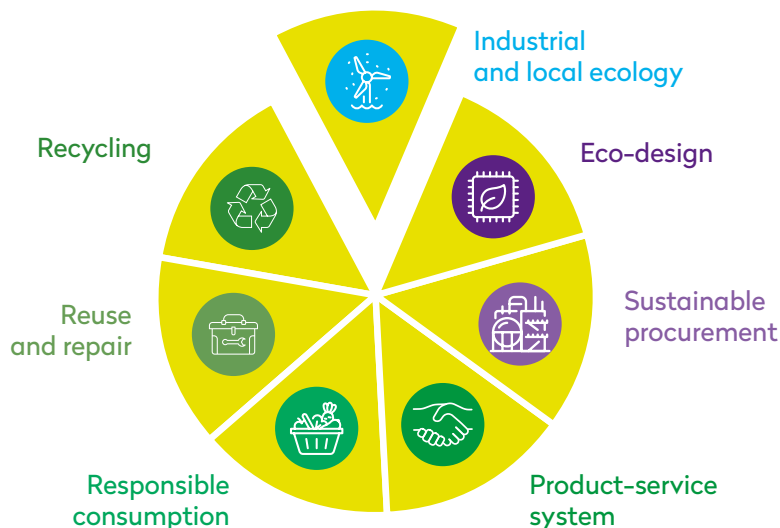
**PART 4**

# Do you have a project scheduled between the end of 2026 and 2028?

## This CEI is for you!

Applications are invited from companies that:

- Belong to the chemical, energy or environmental sectors (the only ones authorized by the PPRT);
- Have a positive impact on their environment, in line with the criteria described below;
- Integrate, as far as possible, one or more dimensions of circularity into their core business or business model.



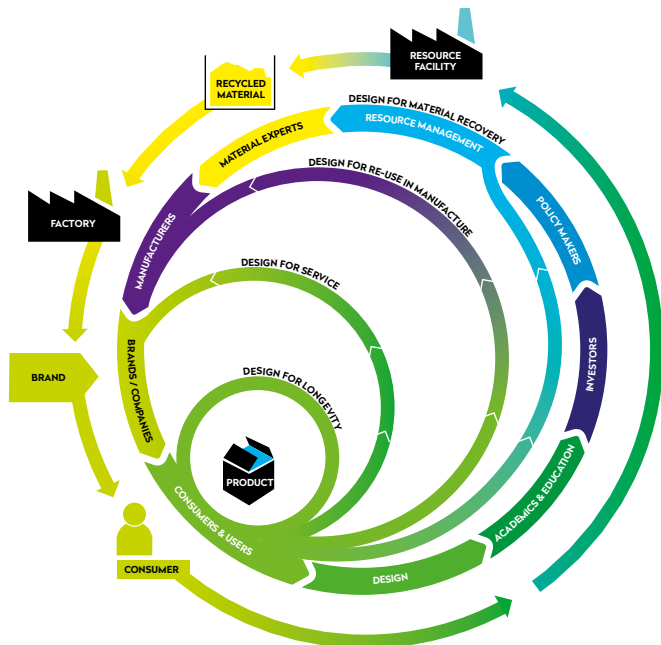
The site's vocation is to host three different types of activity:

- Polymer recycling activities;
- Environmental decontamination activities;
- Demonstrators in innovative chemistry sectors, in particular biosourced.

Other activities are not sought after. In particular, the Circulyz project won't welcome energy production projects, as many other sites are therefore nearby suitable.

## Polymer recycling

The first proposal is to set up a cluster dedicated to the **circularity of polymers, including synthetic textiles**.



The creation of a recycling skills cluster will enable the Valley to move from a linear operation to a loop in which waste becomes a raw material.

This cluster will work in close collaboration with collection companies, on the one hand, and reuse, reconditioning and remanufacturing companies, on the other. Once all other reuse solutions have been successfully implemented, the products (polymers of various types and origins, as well as synthetic textiles) will be recycled not in their function, but in their material and by various processes. In essence, the two functions are complementary.

Priority will be given to any process that reduces the extraction of raw materials, and moves away from an extractivist logic. Priority will also be given to any solution whose implementation is likely to significantly reduce pollution and the creation of waste.

However, this recovery of materials must be accompanied by a more global policy for the management of these materials, in which recycling is only the ultimate brick and is preceded by other approaches (1. Reject - 2. Reduce - 3. Reuse - 4. Recycle).

The infiltration of this type of activity into the heart of the ecosystem responds to a need expressed by existing manufacturers. This missing technological brick will stimulate them and accelerate their efforts towards a more advanced analysis of the life cycle of their products, so as to integrate end-of-life and recycling of molecules right from the design stage.

## Environment regeneration laboratory

The second proposal is to make Sous-Gournay an experimental laboratory for **soil, water and air remediation**.

Many sites, soils, waterways and bodies of water are polluted in Chemical Valley, in the region and more widely in France. Each type of pollution and environment requires specific treatment. The diversity of pollutants requires the development of a wide range of treatments, many of which are still at the laboratory or prototyping stage.

The Circulyz project aims to become a reference centre for regeneration by hosting laboratories, demonstrators and pilot sites. The technologies developed here could then be deployed elsewhere to meet the dual ambition of reindustrialization while respecting the responsible and sober use of land, transforming a constraint into an opportunity.

## Green and bio-based chemistry

The development of **green and biosourced chemistry** in the Circulyz project responds to the need for industry to make the transition from fossil and non-renewable inputs to natural and local inputs.

Chemicals, as upstream link in almost all industrial processes, is heavily dependent on imported, non-renewable resources. Replacing these inputs with molecules derived from living organisms can help to secure industrial processes.

Jobs linked to green chemistry necessarily involve the agricultural, forestry and biomass recovery sectors, i.e. jobs that are meaningful, useful to the ecological transition and non-displaceable.

This activity is potentially compatible with activities linked to recycling, as the two sectors produce complementary molecules or use processes that can be mutually enriching.

# Welcoming companies ready to enter into a co-construction process

Although it represents the largest immediately available land opportunity in Chemical Valley, the Sous-Gournay site remains relatively small, covering an area of 18 hectares.

The Metropole will also give priority to projects that are likely to **involve spatial, technical or functional cooperation**. For instance, it will be attentive to applicants' proposals to pool services, real estate and resources, in order to strengthen synergies in a spirit of partnership. Particular attention will be paid to proposals that create synergies with the local ecosystem.



# Encouraging the generation of positive impacts

In the early 2020s, the Sous-Gournay site represents the last opportunity for industrial development in Chemical Valley. From a strategic perspective, however, it represents the first building block of a regenerative chemical industry, enabling both the region and the chemical sector to embark on a profound conversion of their structural model. The idea is to see this brick as the first piece of a new production puzzle serving the region and its inhabitants.

The Metropole's aim is to make this site a place where solutions can be found, prefiguring an industrial revival and the creation of positive spin-offs for the region. These companies must be able to find a favourable ecosystem for their development and the generation of innovative technologies and methods.

This ecosystem is particularly favourable due to:

- Growing collaboration between public and private players;
- The structuring presence of research and development clusters, closely linked to university research;
- A large pool of workers of all skill levels, and the development of infrastructures to bring them closer to employers;
- A structuring network of competitiveness clusters and associations to share best practices;
- A framework of documents designed to associate industry with all metropolitan public policies;
- The ambition to integrate projects into an overall development plan that favours integration.

In addition to its productive impact, the Circulyz innovation ecopark aims to improve the image of the Chemical Valley, enhance the value of industrial activities and their structuring role in the ecological transition. It also offers the opportunity to establish a more virtuous, de-fossilized industry.

The creation of such a business park will help to make industry more attractive and more relevant in its transition. The aim of the project is to bring about a profound change in the fabric of industry, in people's mindsets and in the way they look at an economic sector that faces so many challenges.

Through this project, the Metropole aims to **restore industry to its rightful place in the territory**, and to recognize its role in the daily lives of its inhabitants. It's a project that aims to make residents, elected representatives, employees and company directors proud. It's about building peaceful, close relationships between new production structures that boost employment, create new trades and training schemes, and rebuild the public's appetite for industry.

**On a national scale, the Circulyz project could be an archetype for the development of spaces dedicated to transforming the industries of each region according to circular and regenerative principles. The success of this project could be a precondition for a widespread renewal of the industrial sector.**



# **Procedure and framework for responding to the call for expressions of interest**

**PART 5**

## The Metropole is carrying out the preliminary studies and developing the Sous-Gournay plot.

The candidates identified may be tested on their ability to collaborate with other project developers likely to locate on the site. At the end of the CEI and on the basis of relevant potential mutualisations, the Metropole reserves the right to put candidates in contact with each other to verify the relevance and feasibility of such synergies, which would be beneficial to both parties.

This call for expressions of interest is published in order to:

- Find out about existing solutions on the market and their level of maturity;
- Get to know the project owners, their business and technical models, their ambitions and their needs;
- Identifying recurring needs and potential synergies and putting future occupants in touch with each other.

This call for expressions of interest is not a call for tenders. It does not lead to the designation of winners, and is not binding on either party.

## How to apply

Applicants are expected to complete the questionnaire, the business model outline and the project plan at the most advanced stage possible. In order to get to know the candidates, their business model, their offer and their needs as well as possible, they are asked to complete or provide:

- The business model outline, as exhaustive as possible (see appendix 1);
- The criteria grid drawn up by the Metropole (see appendix 2).

The criteria set out in the application form are optional; but the completeness of the answers will enable the Metropole to know the applicants better, to assess their project and to consider appropriate adjustments. If applicants have difficulty filling in certain points, a brief explanation of why the criterion is not relevant will be appreciated.

## Rules and regulations

The call for expressions of interest is published on the Chemical Valley Mission website. Candidates are invited to submit their applications on a dedicated page of the same site. All companies will receive a letter confirming receipt of their application.

In addition to the answers to the criteria provided, applicants may attach any additional documents they feel would be useful to provide a concise presentation:

- **The company**, e.g. its identity, membership of a group, history, know-how, products or services, market, workforce, sales, certifications, references, etc.
- **The broad outlines of the project** in Circulyz hub and how it fits in with one of the themes developed in the third part of this call for expressions of interest.
- **Anticipated needs** (e.g. land/real estate, nearby services and utilities, recruitment, public transport links, etc.) and how the company would like to be supported by the Metropole and/or its partners to bring its project to fruition.

Applications are assessed on the basis of their compliance with the criteria set by the Lyon Metropole. These criteria, drawn up in conjunction with institutional and industrial partners, are designed to ensure that prospects fit in with a long-term industrial strategy for the metropolitan area.

If necessary, candidate companies will be approached by the Metropole and encouraged to meet (physically or by videoconference) with the teams in order to present their project in greater depth.

### Timetable

Publication of call for expressions of interest

➤ *June 14<sup>th</sup>, 2024*

Deadline for receipt of applications

➤ *September 15<sup>th</sup>, 2024*

Closing date for analysis of bids

➤ *October 31<sup>st</sup>, 2024*



# Follow-up

At the close of the call for expressions of interest, all applications will be examined by the Metropole in accordance with the attached grid. The most interesting applications will be retained by the Metropole for further information.

Careful consideration will be given to two aspects:

- The completeness and quality of the responses;
- Whether the project is in line with the Metropole's industrial policy.

Support from Metropole and ADERLY may be provided for the most relevant applications.

This approach is part of a long-term development project:

➤ This call for expressions of interest is the **first stage** in the project. This call for expressions of interest is the first stage in the project, providing a better understanding of the ecosystem, its offer, its needs, its potential and its activities.

➤ **The second phase** runs in parallel with the operation. It involves carrying out regulatory studies and developing the site.

The next stage of the project will be defined at a later date.



**PART 6**



**Business  
location support**

Candidates for setting up on the site will benefit from the support offered by the region's economic development agency (ADERLY / ONLYLYON Invest), based on a number of services.

### ➤ **Financial assistance for setting up a business in Lyon**

- Identification of financing levers: public grants, investment funds, banks, etc.
- Appraisal of business or financing plans;
- Putting you in touch with local financing partners.

### ➤ **Help in finding local partners**

- Contacts with business networks, competitiveness clusters, R&D partners and laboratories;
- Integration into the local community;
- Post-location communication in ONLYLYON networks;
- Connection to the ONLYLYON Ambassadors network.

### ➤ **Laws and taxes**

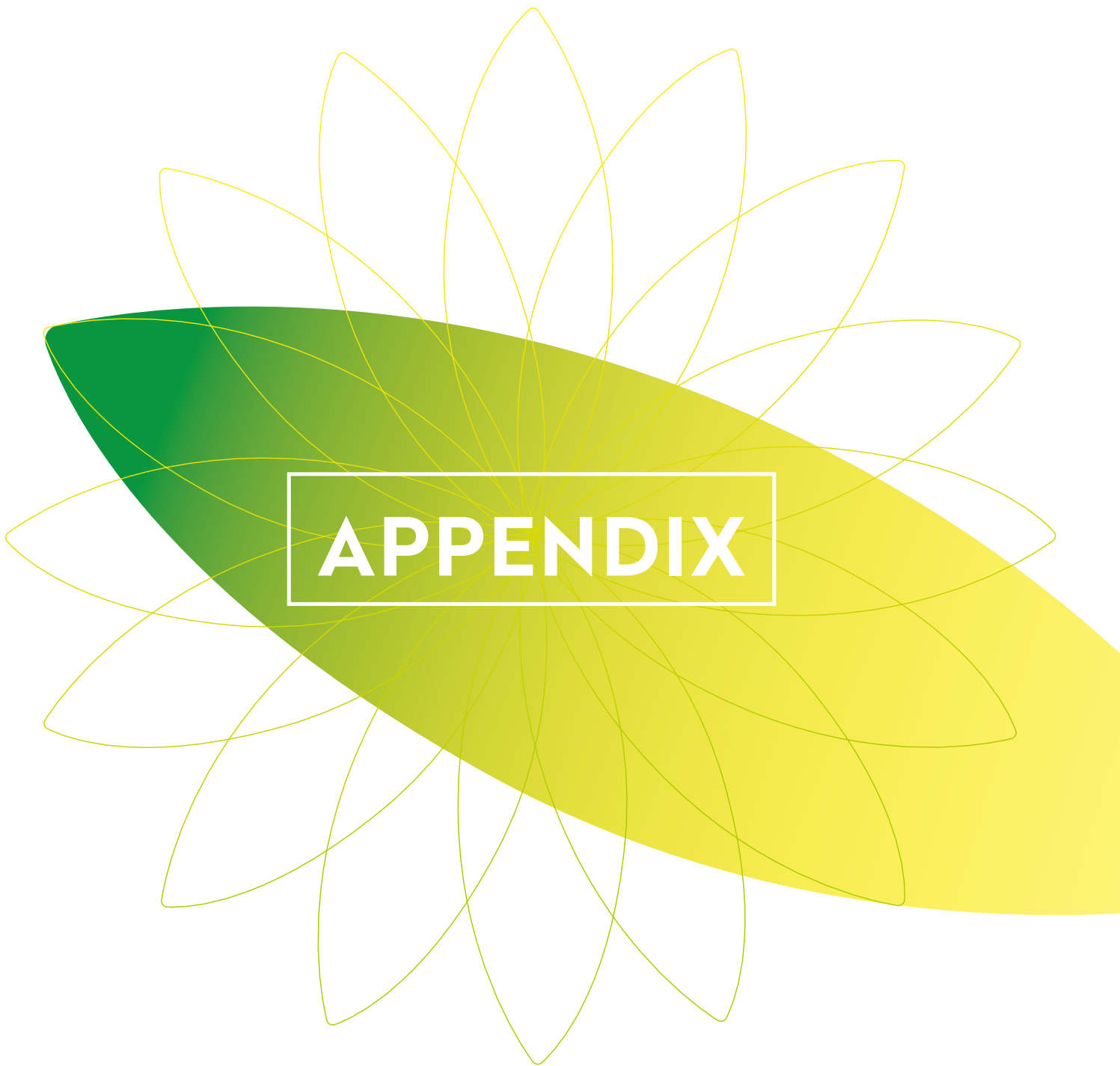
- Assistance with administrative procedures;
- Contacts with legal and tax advisors, chartered accountants, banks.

### ➤ **Human resources**

- Recruitment assistance;
- Mobility assistance for employees and their families.

### ➤ **Mobility**

- Accommodation, international schooling;
- Presentation of the advantages of the Lyon region and organization of promotional tours.



## Appendix 1: business model outline (optional and depending on the stage of maturity of the project)

Key partners	Key activities	Value proposition	Customer relations	Customer segments
	Key resources		Channels	
Cost structure		Revenues		

## Appendix 2: Response file

It is not compulsory to answer all the questions, but it is necessary in order to get the full picture of your project.

Criteria family	Criterion	Description
Core business and meaning	Sector	Does your company's core business involve chemistry, the environment and/or energy?
	Transformation	Is your core business the transformation of matter?
	Meaning of business	In what way is your business in line with a sustainable world? In what way is your business model circular, or at the service of circularity?
	Type of activity	What activity(ies) will you develop on site (R&D, pilot, sales, support, etc.)?
Risks	ICPE	Will the site be a classified facility for environmental protection? (ICPE, French chemical regulation directive)
	Seveso directive	Will the site be subject to the Seveso directive?
Synergy with the Valley	Utilities	Does your project require utilities from the surrounding area?
	Technical cooperation	Are you considering technical collaboration or pooling (services, real estate, mobile fleet, security, etc.) with neighbouring companies?
	Customer/supplier relations	Does your project require resources (raw materials) or produce co-products requiring a specific infrastructure linking it to the rest of the Valley?
Technological maturity and innovation	Innovative character	How innovative is your project?
	TRL	What is the facility's projected technology readiness level?
Employment and CSR	Employment	How many jobs do you plan to create or establish? What is the nature of these jobs (type of function, level of qualification); what is your CSR and inclusion policy?
Site occupancy	Land	Total surface area requested, proportion of built-up area, typology (offices, workshops, laboratories, etc.)
	Real estate	Possibility of production and/or support functions on floors, ceiling height required
Flows	Distance	Distance of incoming and outgoing flows in kilometres
	Mode of transport	Truck, rail, barge or pipe
	Nature	Petroleum-based or bio-based product, natural or recycled resource
Economy	Current size	What is the company's current size (sales, headcount, etc.)?

Criteria family	Criterion	Description
Economy Responding to a need	Potential	What is the estimated growth potential of your project? Within what timeframe?
	Investment	What is the value of the investment envisaged in this project?
	Origin of capital	What is the origin of your company's capital (entities and countries)?
	Local support	Have you received any local support (grants, investment funds, etc.)?
	Growth financing	What financing do you plan to use to support your growth?
	Timetable	What is your projected timetable for setting up and deploying your business activity?
	Technology brick	How does your project fill a gap in the industrial process?
Responding to a need Functional requirements	Substitution	Is the material used in your industrial process a co-product of another? Is the material you produce a substitute or alternative for a raw material used by others?
	Link to other companies	Do you already have business relations with local players? If so, which ones?
	Water	Raw water, industrial water, drinking water, etc.
Functional requirements Traffic	Fluids	Other fluids: nitrogen, hydrogen, methane, etc.
	Heat	Heat Steam, hot water
	Electricity	Power in kW or MW
	Others	Other specific requirements
	Number of trucks	Number of daily HGV movements, presence of potential exceptional flows
Traffic Discharges and nuisances	River and rail	Potential use (proportion and tonnage) of river and/or rail freight, both upstream and downstream.
	Soft mobility	Company encouragement of soft and active mobility for employees.
	WWTP connection	Does the project require a connection to the water treatment and purification plant for any industrial effluents? If so, what volume?
Discharges and nuisances	Discharge points	Number of discharge points
	Treatment	Does any discharge require specific treatment?
	Nuisances	What nuisances (noise, visual, olfactory) is your project likely to generate? What measures do you plan to take to reduce them?

## Appendix 3: Other requirements

If you have any specific requirements or comments about your project, please note them here, so that we can better take into account the specific nature of your profile and your offer.

## Appendix 4: Pooling capabilities

In this section, you can specify the mutualization arrangements you are considering or can accept with other players on the platform:

- Either in a generic way (possible mutualisations with any other industrial company in the chemical, energy or environmental sectors);
- Or specifically (the mutualisations you can envisage with a specific player or a player in a specific activity).

## Appendix 5: PPRT regulations

### Zone R1F

#### Article 1 - Building conditions

##### 1.1 - Town planning rules

All projects\* are prohibited, with the exception of:

- New buildings or alterations to existing buildings, in both cases housing an industrial activity of the companies at the origin of the risk\* (Seveso high threshold\* sites);
- The relocation of activities currently present in the grey zone on the date of approval of the PPRT\* that entail the transfer of personnel;
- The construction of technical buildings required by the operator and for maintenance of the facility at the origin of the risk\*. Sleeping and sleeping quarters are prohibited;
- Technical buildings and installations required for community facilities or public services, but which cannot accommodate people on a permanent basis;
- Non-vulnerable structures that do not shelter people, even occasionally (e.g. walls, fences, scouring);
- Works and improvements to buildings and their accesses that reduce the risk\*;
- Work and improvements required to bring buildings up to standard, make them safe and maintain them;
- Reconstruction after a disaster caused by hazards\* other than those covered by the PPRT\*;
- Changes of use of buildings which result in a reduction in vulnerability\*;
- The development of new traffic lanes required to serve the zone, without the creation of public parking areas;
- The development of natural areas (including tree planting\*), without the creation of buildings.

##### 1.2 - Construction rules

Pursuant to Article L. 515-16-1 of the French Environment Code, authorized constructions and extensions to existing buildings must guarantee the protection of property occupants in compliance with the performance targets specified on the dedicated map. The project owner must commission a study specifying the technical details of his project to ensure that it meets these performance targets. Pursuant to article R. 431-16 of the French urban planning code, the project owner must attach to his building permit application a certificate drawn up by the project architect or by an expert certifying that this study has been carried out, and stating that the project takes these conditions into account at the design stage.



## Article 2 - Conditions of use and operation

This article regulates projects\* authorized under article 1-1, as well as any new use or operation created or evolving after approval of the PPRT. This article therefore does not concern uses or operations existing on the date of approval of the PPRT\* that do not evolve.

The following are prohibited:

- Increasing the number of employees in ERP\* buildings existing on the date of approval of the PPRT\*;
- The permanent or temporary installation of caravans, light leisure dwellings, camper vans, houseboats or leisure craft;
- All public or association gatherings or events likely to expose participants. Car-pooling meeting points are not affected by this ban;
- An increase in the number of people exposed in the context of demonstrations, gatherings or events existing on the date of approval of the PPRT\*;
- Increasing the number of people exposed in the context of authorized changes of use:
- Installation of public transport stops;
- Parking for itinerant trade vehicles.

## Zone B1F

### Article 1 - Building conditions

#### 1.1 - Town planning rules

All projects\* are prohibited, with the exception of:

- New industrial, transport, logistics and craft buildings, subject to a density coefficient\* of 1;
- The extension\* of existing business buildings on the date of approval of the PPRT\*, up to a density factor\* of 1, or 20% of the built-up area\* in the case of a building exceeding the density factor\* of 1. on the date of approval of the PPRT\*;
- New warehouse buildings, without density coefficient\* limitation;
- The creation of annexes or extensions\* to residential buildings existing on the date of approval of the PPRT\*, up to a limit of 20 m<sup>2</sup>;
- The development of existing roads or the creation of new roads for road, rail or soft traffic;
- Technical buildings and installations required for community facilities or public services, but which cannot accommodate people on a permanent basis;
- Non-vulnerable structures that do not shelter people, even occasionally (e.g. walls, fences, scouring);
- Works and improvements to buildings and their accesses to reduce vulnerability\*;
- Works and improvements required to bring buildings up to standard, make them safe and maintain them;
- Changes of use for buildings used for industrial, craft or warehouse purposes, or for ERP\* authorized in this zone:
- The installation in existing premises of type T ERP\* (commercial showroom) in connection with an existing activity on the plot, up to a maximum capacity of 19 people..

#### 1.2 - Building regulations

Pursuant to Article L. 515-16-1 of the French Environmental Code, authorized constructions and extensions to existing buildings must guarantee the protection of property occupants in compliance with the performance targets specified on the dedicated map. The project owner must commission a study specifying the technical details of his project to ensure that it meets these performance targets. Pursuant to article R. 431-16 of the French urban planning code, the project owner must attach to his building permit application a certificate drawn up by the project architect or by an expert certifying that this study has been carried out and that the project takes these conditions into account at the design stage.

## Article 2 - Conditions of use and operation

This article regulates projects\* authorized under article 1-1, as well as any new use or operation created or evolving after approval of the PPRT\*. This article therefore does not concern uses or operations existing on the date of approval of the PPRT\* that are not evolving.

The following are prohibited:

- The permanent or temporary installation of caravans, light leisure dwellings, camping cars, houseboats or leisure craft;
- Any gathering or event, public or associative, likely to expose participants;
- Any increase in the number of people exposed to the risk at events, gatherings or gatherings existing on the date of approval of the PPRT\*.

## Zone B2

### Article 1 - Building conditions

#### 1.1 - Town planning rules

All projects\* are prohibited, with the exception of:

- Buildings for:
  - Industry, solely in the fields of chemistry, energy and the environment;
  - Research and development units (test platforms, pilots for industrial process development) related to chemistry, energy, clean energies, waste-to-raw materials and clean technologies;
  - Warehousing for transport and logistics activities;
  - Crafts;
- The extension\* of industrial or logistics buildings existing on the date of approval of the PPRT\* that do not fall within one of the fields listed in the previous point, up to a limit of 20% of the existing built-up area\*;
- Development of existing roads or creation of new roads for road, rail or soft traffic;
- Technical buildings and installations required for community facilities or public services, but which cannot accommodate people on a permanent basis;
- Post-disaster reconstruction for losses caused by hazards\* other than those covered by the PPRT\*;
- Non-vulnerable structures that do not shelter people, even occasionally (e.g. walls, fences, scouring);
- Works and improvements to buildings and their accesses to reduce vulnerability\*;
- Changes of use of buildings existing on the date of approval of the PPRT\* that fall within the scope of the uses authorized in the first point; works and improvements required to bring buildings up to standard, to ensure their safety and maintenance.

## Zone B3

### Article 1 - Building conditions

#### 1.1 - Town planning rules

All projects\* are prohibited, with the exception of:

- New buildings and extensions\* for:
  - Industry, solely in the fields of chemistry, energy and the environment,
  - Research and development units (test platforms, pilots for industrial process development) related to chemistry, energy, clean energies, waste-to-raw materials and clean technologies,
  - Warehousing for transport/logistics activities in the chemical / energy / environmental fields;
- The extension\* of industrial or logistics buildings existing on the date of approval of the PPRT\* that do not fall within one of the fields listed in the previous point, up to a limit of 20% of the existing built-up area\*;
- Development of existing roads or creation of new roads for road, rail or soft traffic;
- Technical buildings and installations required for community facilities or public services, provided they can accommodate people on a permanent basis;
- Post-disaster reconstruction for losses caused by hazards\* other than those covered by the PPRT\*;
- Non-vulnerable structures that cannot accommodate people, even occasionally (e.g. walls, fences, scouring);
- Work on and alterations to buildings and their accesses to reduce vulnerability\*;
- Changes of use of buildings existing on the date of approval of the PPRT\* that lead to the uses authorized in the first point;
- Work and improvements required to bring buildings into line with standards, safety and maintenance.
- Specific authorizations for companies that have signed the Saint-Fons platform agreement and are located in sector B3 P: new sites are authorized subject to the following conditions:
  - Prior signature of the governance agreement applicable to the facility concerned,
  - Compliance with the clauses of the agreement applicable to the facility concerned.
- The petitioner must endeavour to find a location that gives priority to the least exposed land, depending on the project's technical and other constraints.

## 1.2 - Construction rules

Pursuant to article L. 515-16-1 of the French Environment Code, authorized constructions and extensions to existing buildings must guarantee the protection of property occupants in compliance with the performance targets specified on the dedicated map. The project owner must commission a study specifying the technical details of his project to ensure that it meets these performance targets. Pursuant to article R. 431-16 of the French urban planning code, the project owner must attach to his building permit application a certificate drawn up by the project architect or by an expert certifying that this study has been carried out and that the project takes these conditions into account at the design stage.

Specific rules for companies that have signed the Saint-Fons platform agreement and are located in the B3P sector. Projects must comply with the following protection measures:

- Building design must ensure that permanent workstations are protected from overpressure effects;
- Building design and/or organizational measures to protect permanent workstations from toxic and thermal effects;
- Compliance with other applicable regulations (Installations classified for environmental protection, infrastructure police, labour inspectorate, etc.):
- The definition of organizational measures to be implemented in the event of an accident. With regard to sites at the origin of the risk and existing facilities operated by the same legal entity as the facilities at the origin of the risk, projects will have to comply with the following protective measures:
  - Compliance with other applicable regulations (classified facilities for environmental protection, infrastructure police, labour inspectorate, etc.);
  - Building design and/or organizational measures to ensure the protection of operators' permanent workstations;
  - Definition of organizational measures to be implemented in the event of an accident.

## Article 2 - Conditions of use and operation

This article regulates projects\* authorized under article 1-1, as well as any new use or operation created or evolving after approval of the PPRT\*. This article therefore does not apply to uses or operations existing on the date of approval of the PPRT\* that do not evolve.

The following are prohibited:

- Permanent or temporary installation of caravans, light leisure dwellings, camping cars, houseboats or leisure craft;
- All public or association gatherings or events likely to expose participants;
- Any increase in the number of people exposed to the risk in the context of events, gatherings or gatherings existing on the date of approval of the PPRT\*;
- Any increase in the number of people exposed in the context of events, gatherings or gatherings existing on the date of approval of the PPRT\*.